

This is the html version of the file <http://www.hindunet.org/users/ajay/MEMO.DOC>.

Google automatically generates html versions of documents as we crawl the web.

To link to or bookmark this page, use the following url:

<http://www.google.com/search?q=cache:KnVkgKmmfHwJ:www.hindunet.org/users/ajay/MEMO.DOC+%22Proposal+to+Spin+Off+Global+Hindu+Electronic+Netw>

Google is neither affiliated with the authors of this page nor responsible for its content.

These search terms have been highlighted: **proposal to spin off global hindu electronic networks**

Memorandum

To: Executive Board, Vishwa Hindu Parishad of America

CC

From: Ajay Shah

Date: 08/27/99

Re: Proposal to Spin Off Global Hindu Electronic Networks

Request:

VHP-A Give Consent to Spin Off Global Hindu Electronic Networks.

Background

Global Hindu Electronic Networks, a project of Hindu Students Council, which is formally part of Vishwa Hindu Parishad of America is the premier network of

Hindu activities on the internet. Since its inception in 1989, GHEN has made tremendous strides. GHEN now has 12 independent websites, with readership from 125 different countries each month and 1.2 million page views per month.

Request:

We would like Vishwa Hindu Parishad's permission and blessings in spinning off GHEN as a separate for-profit entity

Rationale

The spin off would create a for-profit organization similar to Bhatrat Prakashan Kendra which publishes Organiser and Panchjanya. These are essentially independent, for-profit news weeklies which are part of the Sangh parivar.

Workload

With the tremendous growth in the contents and readership it has become impossible to keep up with the workload on a voluntary basis. This workload includes creating new websites and maintaining the existing web sites

Customer Satisfaction

We get hundreds of requests from readers of our site, which we either fail to answer or fail to act on because of lack of resources

Resources

We believe that in order to grow in the future, we will need investment in terms of money and individuals, we would, like to obtain these resources without being a drain on VHP.

Future

We can easily foresee at least some future direction for which unless tremendous investment is made, we will be unable to capture market share we deserve. These include Web based radio, television, educational courses etc.

eCommerce growth potential

With the type of readership we have, there is tremendous potential for eCommerce growth. E.g., collaboration with Ayurveda practitioners, bhajan singers etc.

In order to attract the capital and individuals we will have to offer market wages, and stake in the company.

Terms

Profit Sharing

We believe that VHP-A/HSC should be given a share of profit in this commercial venture. This means that VHP/HSC should not have to take any loss from the commercial venture, but if there is a profit, every year, a good share of this profit must go to VHP/HSC. Our thought is that 10% of the profit should belong to VHP/HSC

Contents Control

While the day-to-day contents and development would rest with the employees of the commercial GHEN, VHP/HSC and indeed the Sangh parivar should have a say in the over all direction of the contents development. In that, two members of the Borad of Directors should be appointed by VHP/HSC

Licensing

VHP-A/HSC can lend its name (if it desires) to the GHEN, i.e., if VHP-A/HSC desires GHEN will carry a label "Sponsored By HSC"

Similarly, VHP/HSC can, in its brochures etc. still say that VHP/HSC has directional control of GHEN (if VHP/HSC so desire).

Timeframe

We would like this agreement to be operational from September 1, 1999. I will be going to Bharat on Sept. 1, and I can make a lot of collaborative arrangements there if I have the ermissions and blessings of VHP-A by the time I go there.

Conclusion

Our aim is to have a highly successful Hindu venture, which will benefit not only the participants of this project but Hindu organizations and Hindu cause in general and VHP/HSC in particular.

We believe that with the future in mind, this is perhaps the only way we will be able to grow into a major operation, otherwise in the future a commercial company with ample resources and non-Hindutva leanings will over shadow our work.